



Google  NotebookLM

How To Use Notebook LM For Marketing

What we will cover

What is Notebook LM?

How it works

- How does it compare to using Gemini?
- How to create a notebook and add sources
- How to prompt / interrogate one or many sources
- Ways the information you added can be presented
- Audio overview, Video overview, Summary report, FAQs

What is Notebook LM?

 NotebookLM

Think **Smarter**,
Not Harder

Try NotebookLM

Notebook LM is free to use

You upload content about a topic from one or many sources

- Add files
- Paste in text
- Add links to YouTube videos
- Add links to web pages

Notebook LM will then analyse and become an expert **on that specific content only** and it will make it very easy for you to

- Understand that content better
- Interrogate and analyse that content
- Turn that content into any other type of content you want (Blog post Social media post, Web Text, Action plan, executive Summary, FAQs, Quiz, Podcast, Video overview)

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How does it compare to using Gemini?

1. Where the answers come from

Gemini: Already knows a huge amount in the LLM and can also search the internet. Great when you want fresh ideas or outside research.

Notebook LM: Only works with the content *you* upload (documents, PDFs, transcripts, notes). It doesn't look anywhere else, so the answers always come from your own material.

2. Privacy

Gemini: With the personal plan, your data isn't fully private. Google may store it to improve their systems.

Notebook LM: Totally private. Your content stays inside your workspace and is not used to train Google's models.

3. Accuracy

Gemini: Can sometimes make mistakes or include things that aren't correct because it's pulling from such a broad knowledge base.

Notebook LM: Stays grounded in your uploaded content, so it won't hallucinate

Each Is Really Good At

Gemini: Brainstorming, market research, keeping up with trends, and creating new content from scratch.

Notebook LM: Summarising your own content, pulling insights, generating reports, or repurposing material you already have.

Which should you use and when



Use Gemini when you want outside knowledge or inspiration.

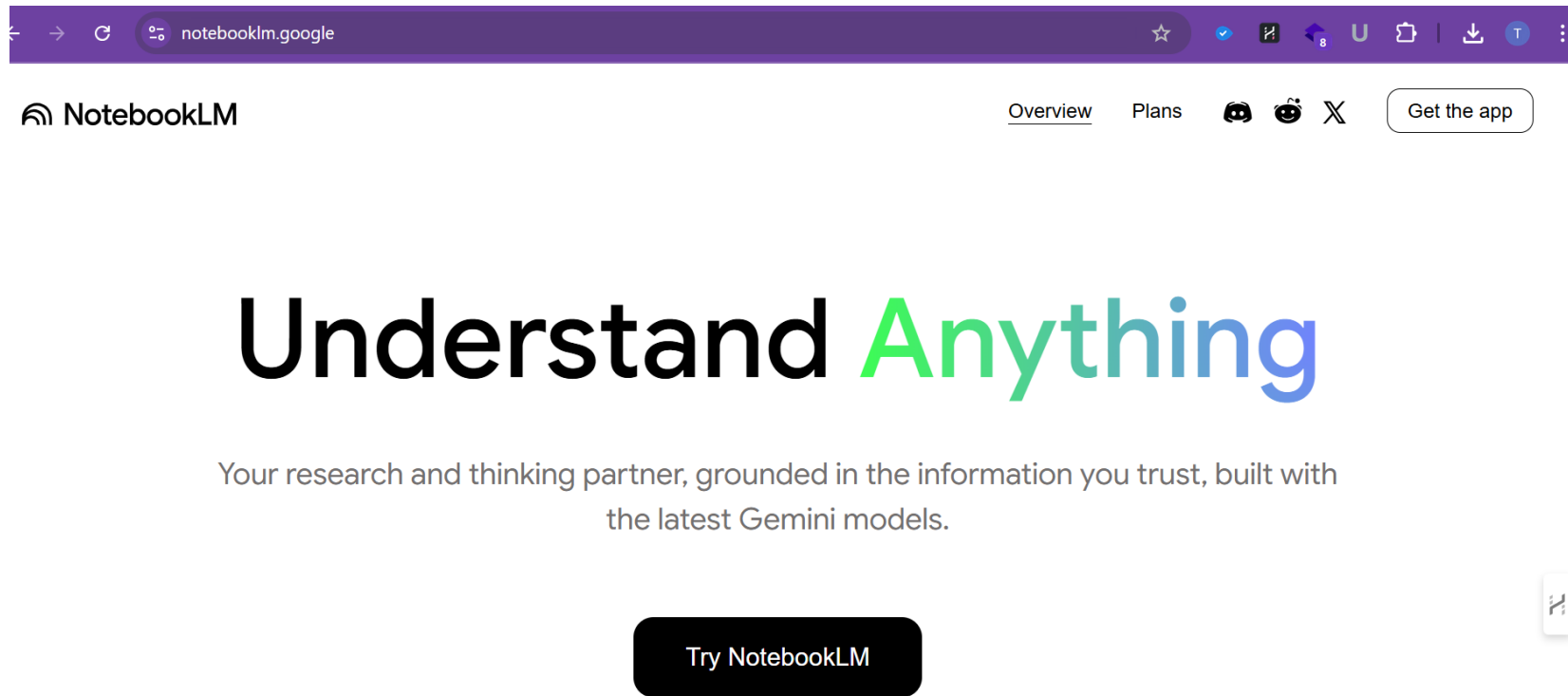
- A digital marketing plan
- Brainstorm ideas for Instagram posts
- Deep research on a topic
- Use a gem when you want ideas and advice really tailored to your business
- Attach files for more context (But these won't be 100% private)



Use Notebook LM when you want

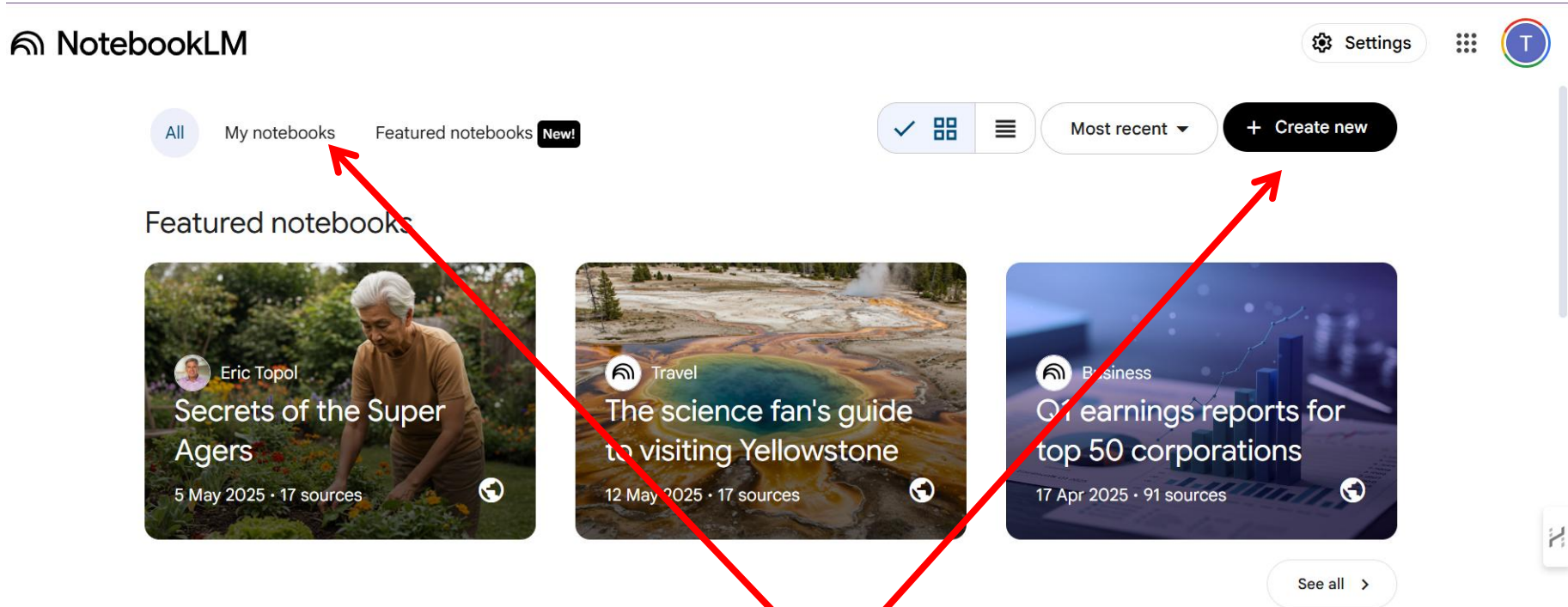
- Private, accurate answers based on your own material. This is ideal if you want an AI to analyse sensitive and confidential documents that you wouldn't want to even upload to Chat GPT with privacy turned on
- Creative ways to understand the content better
- Your content repurposed in lots of different ways

How to create a notebook and add sources



Go to Google and search for Notebook LM
Or go to <https://notebooklm.google/>
Click try Notebook LM

How to create a notebook and add sources

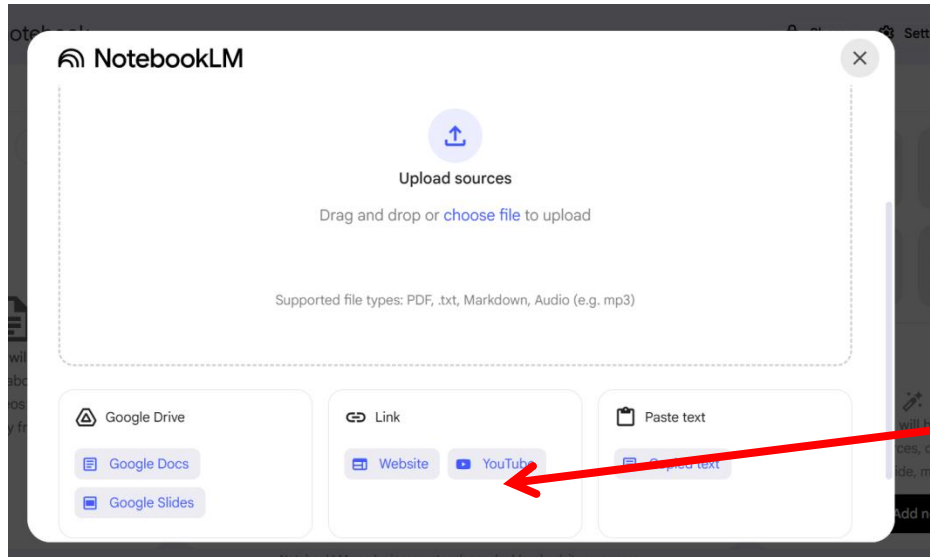


You will now see featured notebooks. These are available for you to interact. Lot of sources were added to a notebook about each topic and you can ask questions, ask for a summary, ask for a podcast etc.

To create your own notebooks click on Create New

To see your existing notebooks and interact with them click My Notebooks

How to create a notebook and add sources



You now need to add at least one source.
Scroll down to see the full list of options

Attach a file

Attach a pdf, or ,txt file or audio
(doesn't support word or excel)

Google Drive

You can choose one or more docs
Choose one or more Google slides

Link

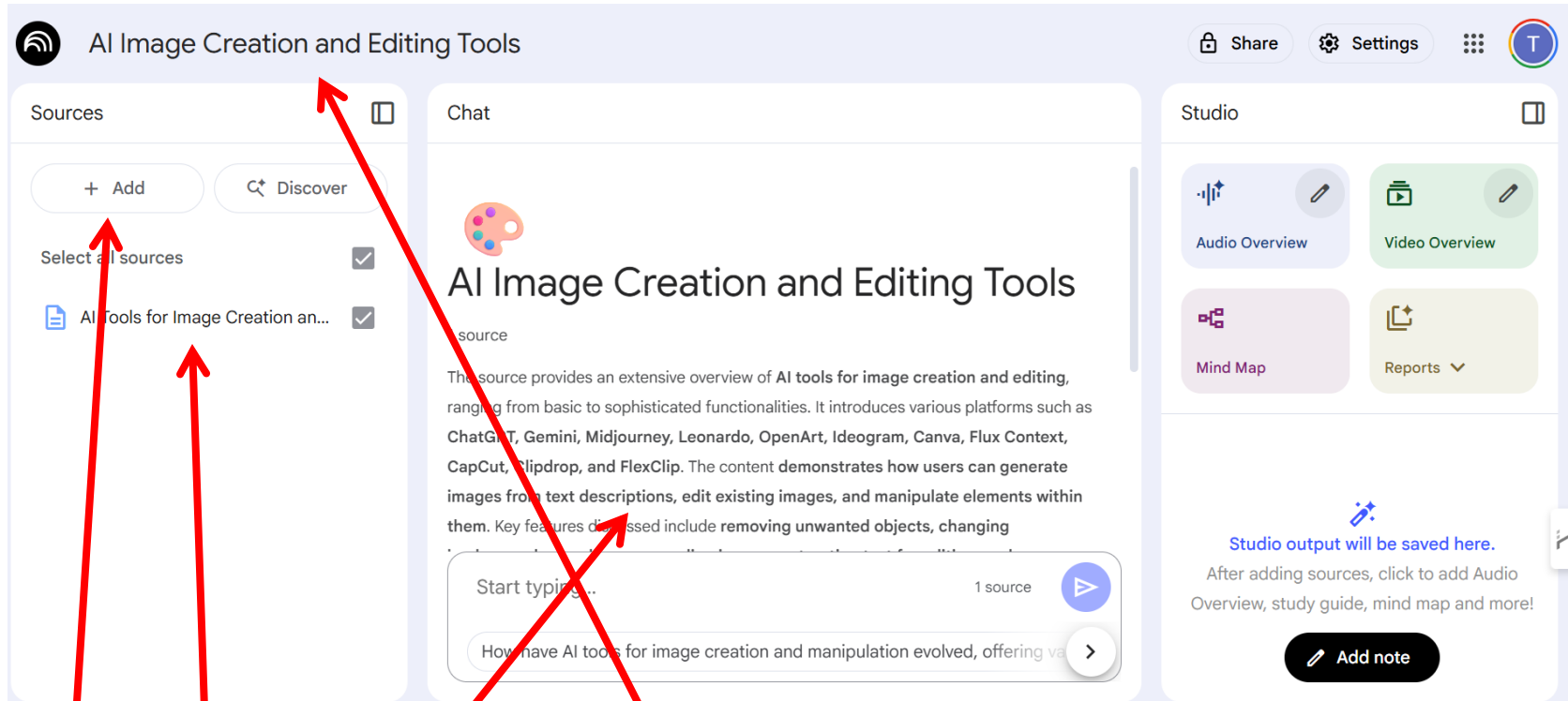
Paste in a web page url and it will extract all
of the written content

Paste in a YouTube video url and it will pull in
the transcript from that video

Copied text

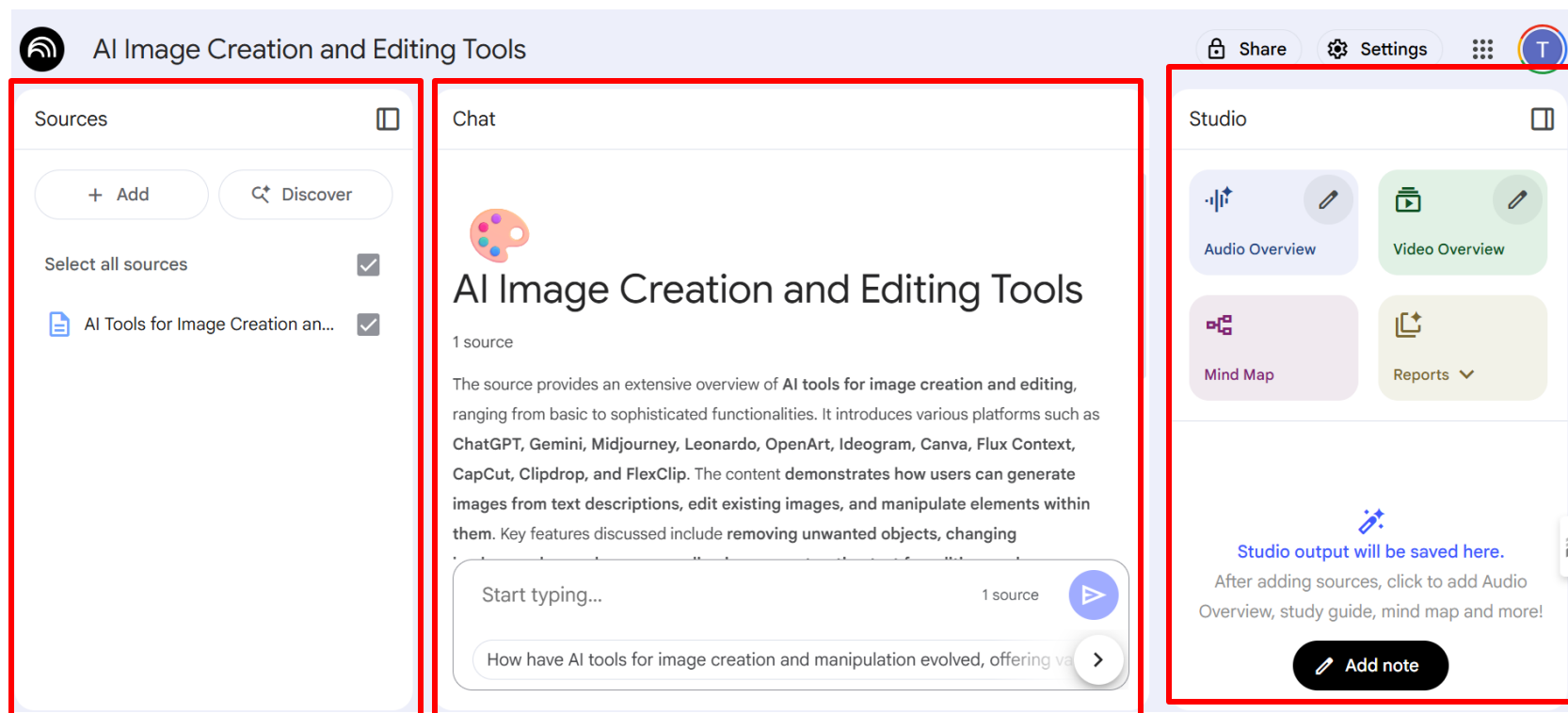
Paste in text that you have copied from somewhere.
You can paste in hundreds of pages worth of text

Overview of your notebook



I added one source – a transcript of a training course
It auto generated a name for the notebook – click here to change it
It auto generated a synopsis of the source. Disregard this if you wish
You can keep adding sources by clicking Add (50 sources max and up to 25 million words)

Overview of your notebook – there are 3 main areas

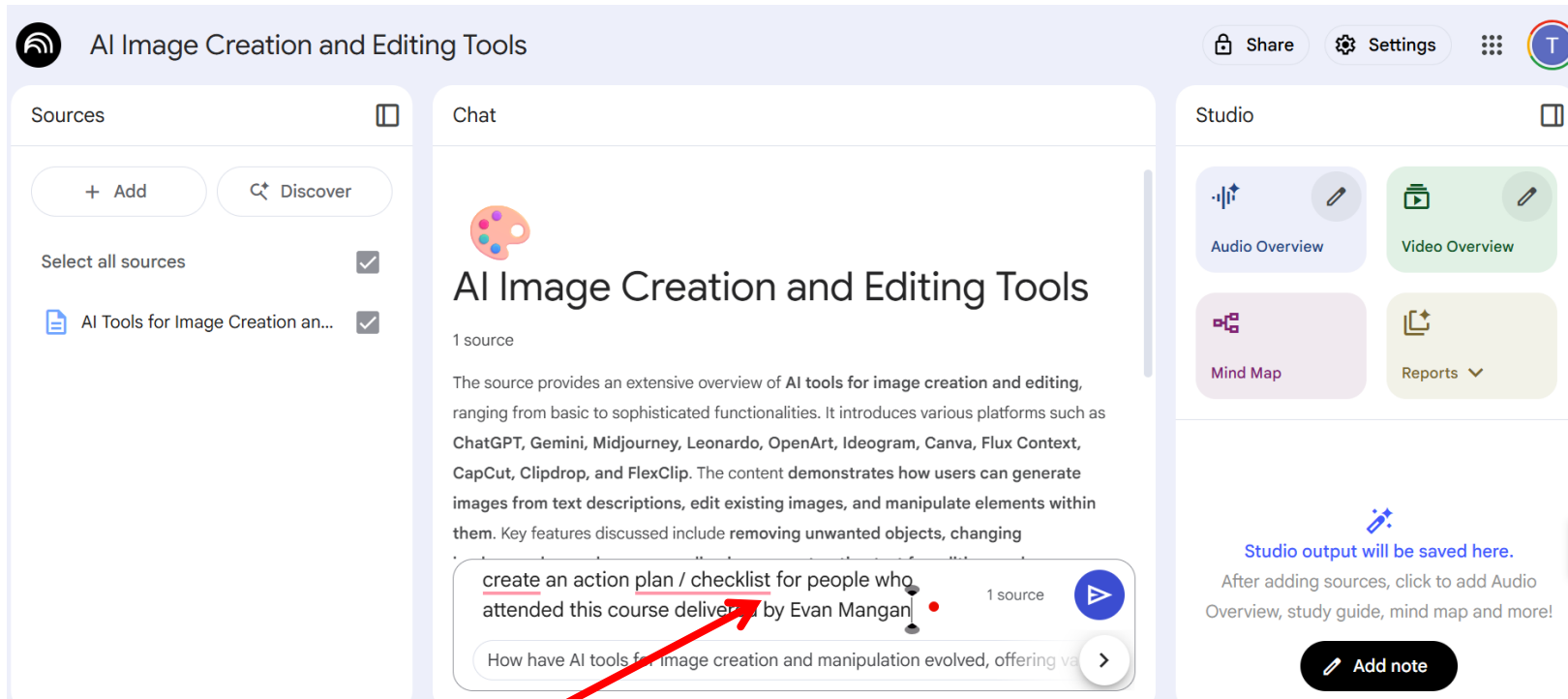


- Your sources appear in this section
- Tick or untick any sources you want to interrogate

- Your answers / summaries appear here
- Type into the chat to ask questions / prompts

- Choose how you would like your source material adapted e.g.
- Audio overview
 - Video overview
 - Summary brief
 - FAQs

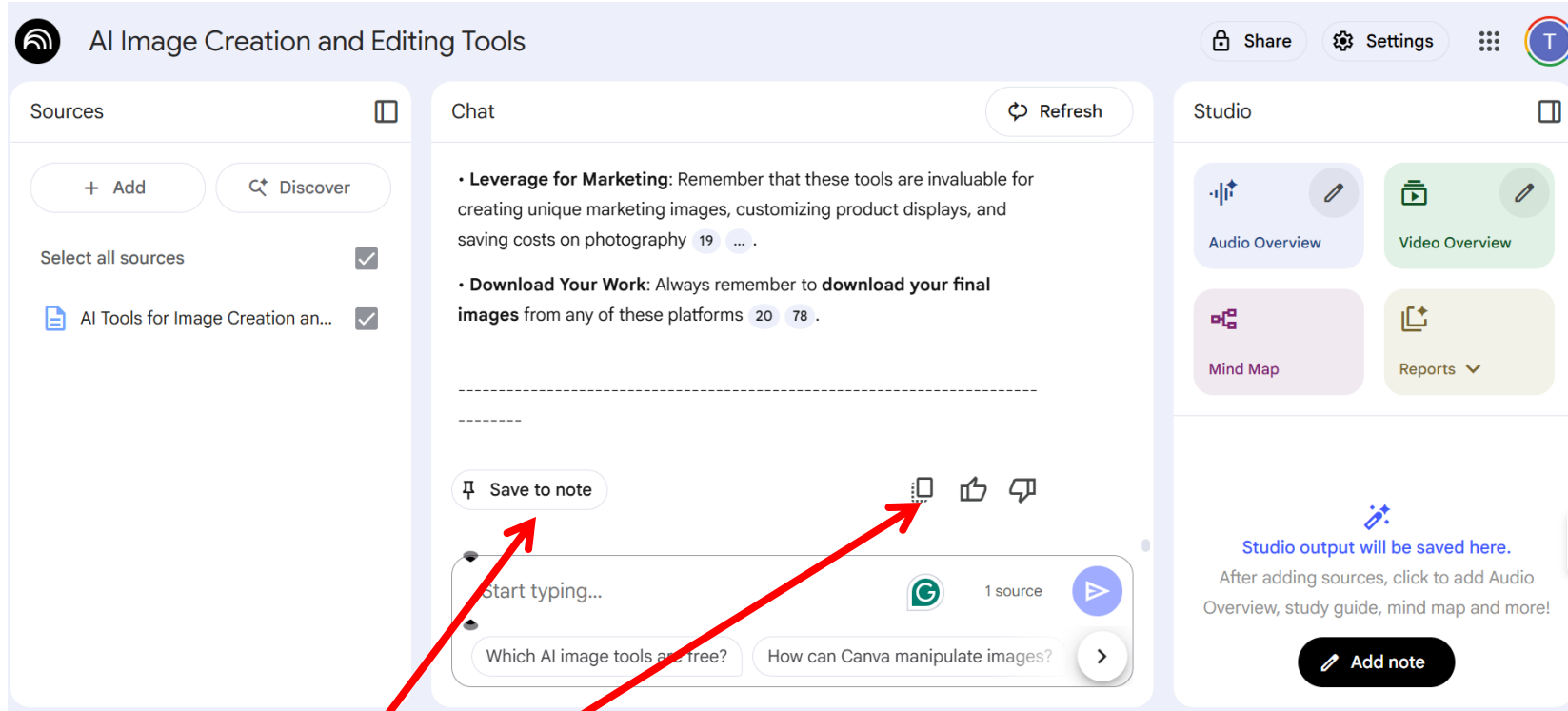
How to prompt / interrogate one or many sources



Type whatever you want in the prompt field. What do you want it to generate? An executive summary? A list of actions? Do you want it to be rewritten in a certain way?

“Create an action plan / checklist for people who attended this course delivered by Evan Mangan”

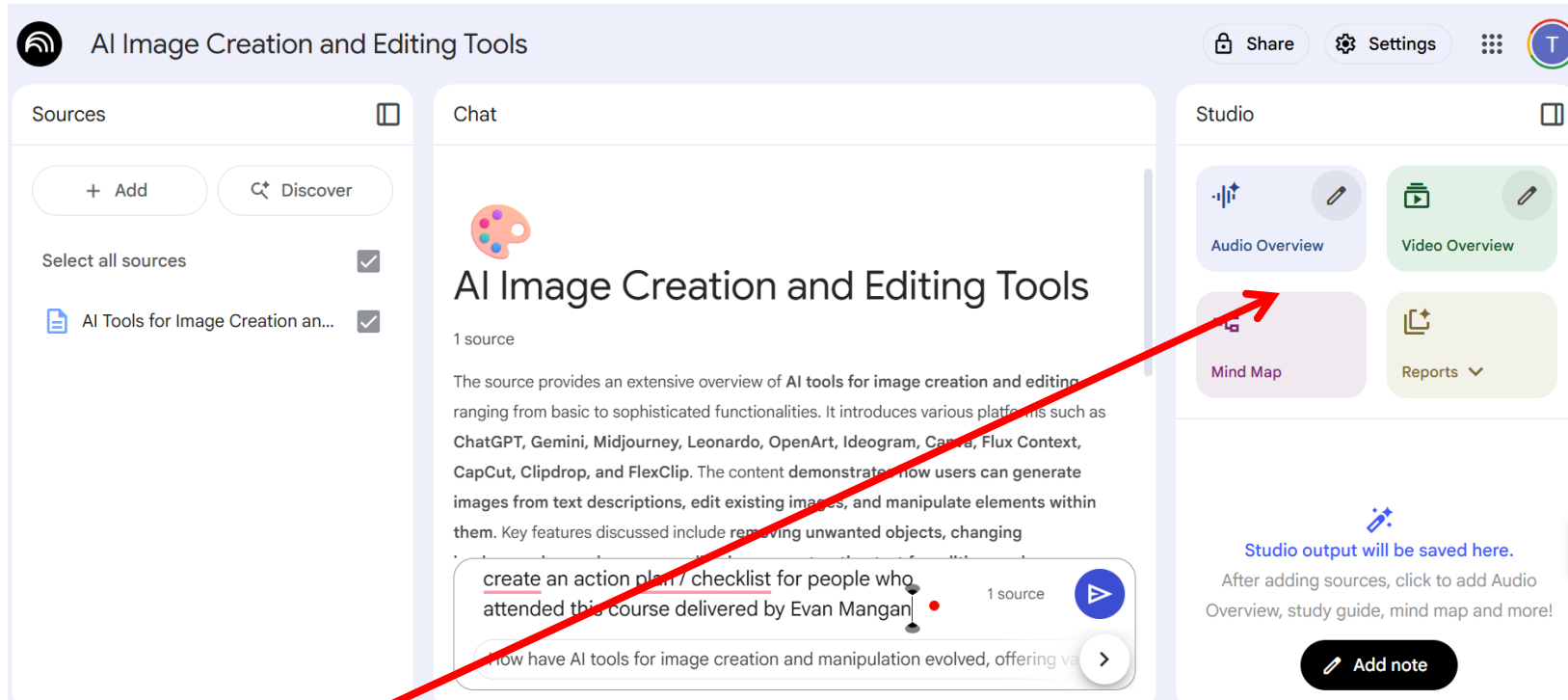
How to prompt / interrogate one or many sources



When it produces what you requested you can then ...

1. Save it and paste it into a word doc
2. Save as a note – Notebook LM does not save the outputs. Click this if you want to come back to this output in the future. It will then appear on the right hand side for you

Ways the information you added can be presented



Instead of using a prompt you can get the source material repurposed by choosing an option on the right hand side. These options include

- An audio overview podcast
- A video overview
- A mind map
- A briefing doc, FAQ study guide or Timeline (if appropriate)

Audio overview

Customise Audio Overview

Format

- Deep dive** ✓
A lively conversation between two hosts, unpacking and connecting topics in your sources
- Brief**
A bite-sized overview to help you grasp the core ideas from your sources quickly
- Critique**
An expert review of your sources, offering constructive feedback to help you improve your material
- Debate**
A thoughtful debate between two hosts, illuminating different perspectives on your sources

Choose language

English ▼

Length

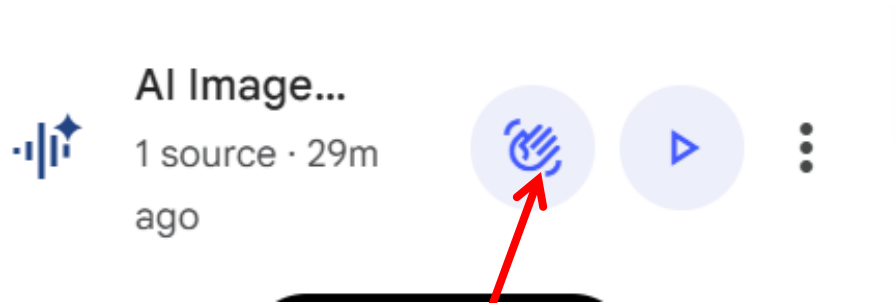
Shorter **Default** Longer

Generate

It will generate a 15 – 20 min very realistic podcast and you have extra options

1. Deep dive – a conversation between 2 people about the source material you selected
2. Brief - shorter summary of the source material that captures the core ideas
3. Critique – a verbal critique of the source material to help you improve it
4. Debate – a debate between 2 people to help you understand different perspectives on the material

Audio overview



A new feature in Audio overviews is Interactive mode

After you click play, click on the hand icon for interactive mode at any time and ask your question. The 2 podcasters will then reply to your question, This is very handy if you are listening and you have some questions / points you want clarify

Video overview

Customise Video Overview

Choose language

English (default)

What should the AI host focus on?

Things to try

- Target a specific use case ('present this to a book club', 'help me review for a quiz')
- Focus on a specific source ('show the photos from the album', 'focus on the biology paper')
- Describe the show structure ('start by talking about the mission', 'end with next steps')

Generate

NotepadLM can be inaccurate, please double-check its responses

It will generate a 5-6 min video overview of the source material with a voiceover
You can prompt it and give it direction is there any angle you want them to take / areas to focus on?

Mind Map

The screenshot displays a web application titled "AI Image Creation and Editing Tools". It features three main panels: "Sources", "Chat", and "Studio > Mind map".

- Sources Panel:** Includes buttons for "+ Add" and "Discover". A list of sources is shown with checkboxes, including "AI Tools for Image Creation an...".
- Chat Panel:** Contains a "Refresh" button and a text area with the following content:

larger context of **AI tools for image creation**. It is generally accepted as "**one of the best in terms of image creation**" ¹, renowned for the **high quality of its images and videos** ¹. The sources note that many of the fake celebrity photos circulating are often created using Midjourney ¹.

Here's a detailed discussion of Midjourney based on the sources:

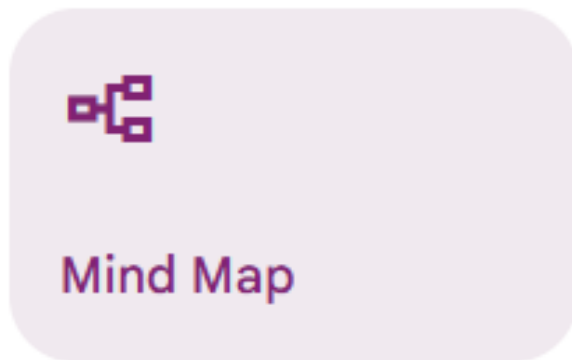
Key Characteristics of Midjourney

 - Image Quality Jump to the bottom

At the bottom of the chat panel is a text input field "Start typing..." and a button "Compare free and paid image creation tools."
- Studio > Mind map Panel:** Displays a mind map titled "AI Image Tools: Creation and Editing Guide" based on 1 source. The mind map has a central node "Tools" with branches for "Manipulation Tools" and "Tools & Considerations". The "Tools & Considerations" branch further branches into "Midjourney" and "Leonardo AI". The "Midjourney" node has several associated bubbles:
 - One of the best for image creation
 - Not free, no free credits
 - Subscription: \$10/month
 - Excellent quality images
 - Advanced settings: portrait, square, landscape
 - Stylization: Mainstream, Variety optionsBelow the mind map are buttons for "Good content" and "Bad content", and a video player titled "Cracking the Code: Structuring, Stra..." with a progress bar at 03:47 / 14:13.

The mind map consists of bubbles that represent the main topics / concepts in the source material
Click on a bubble and it show you all of the other related points about that topic
You ca then read the relevant material on the left hand side

Mind Map



What the Mind Map Does

- Think of it as a visual summary of your notes or documents.
- Instead of just giving you text, Notebook LM lays out the key ideas as bubbles connected by lines.
- Each bubble is a main point, and the lines show how those points link together.

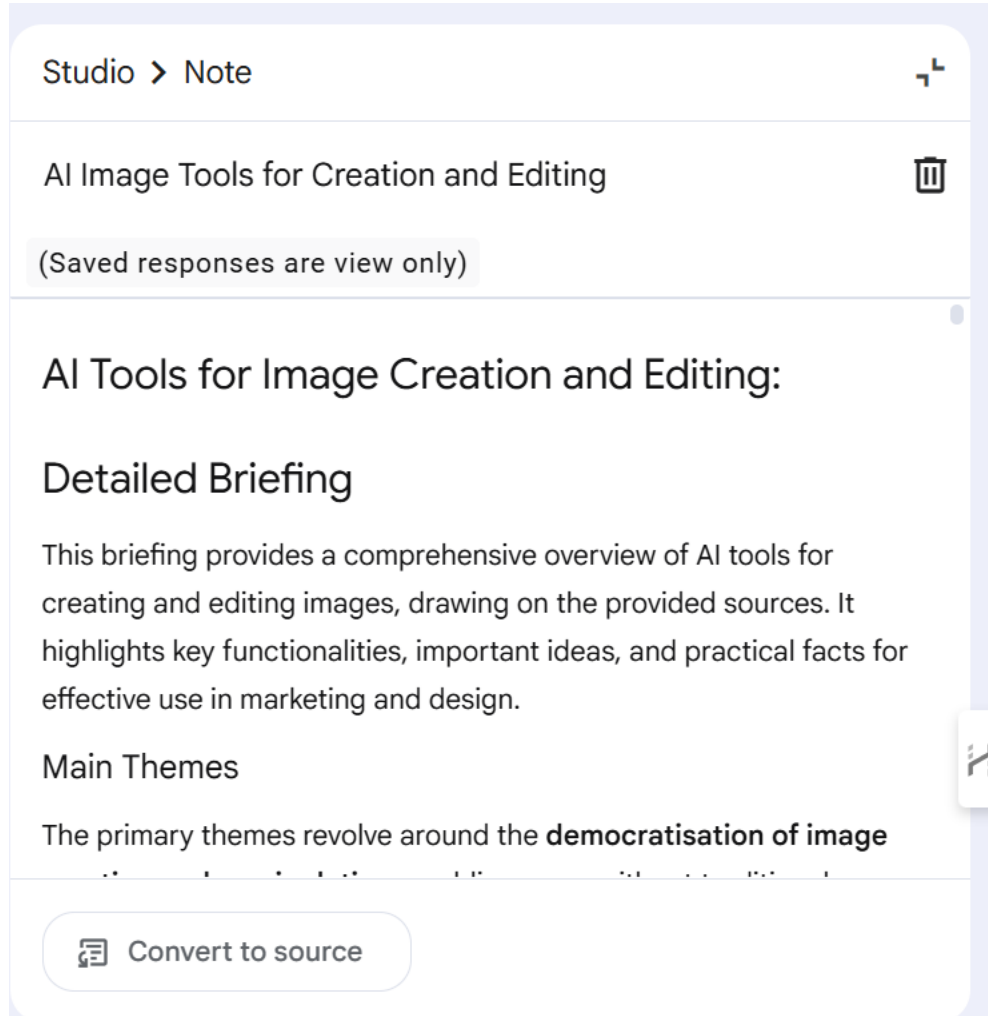
Why it's Useful for a Small Business Owner

See the big picture — instantly spot the main themes in your notes or research.

Quick navigation — click on a bubble to jump back to the exact place in your document.

Planning tool — great for mapping out a marketing strategy, campaign plan, or customer journey

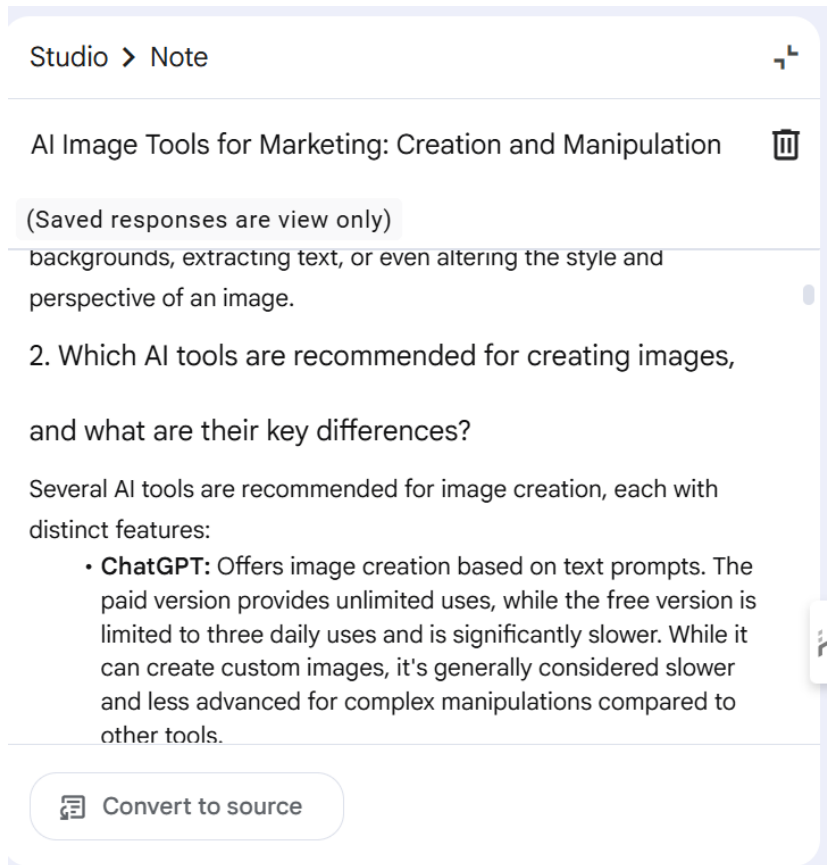
Reports – Briefing Doc



The briefing doc takes all of your source material that you have selected and gives you a structured summary of just a few pages

It is a very easy way to digest the content in your source material

Reports: FAQs



Why Generate an FAQ?

Turns long documents into quick answers

Instead of digging through a transcript, report, or training manual, Notebook LM can create a list of common questions and clear answers.

Helps you spot what matters most

The FAQs highlight the most important points — what people are likely to ask or need clarity on.

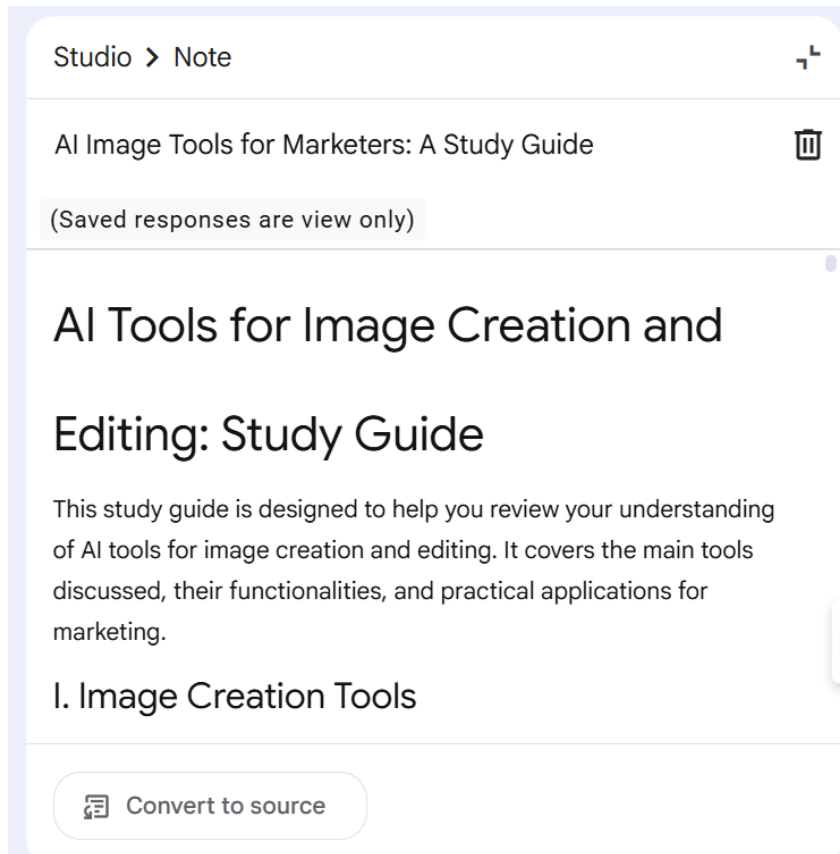
Great for sharing with customers or staff

You can take the generated FAQ and use it on your website, in training material, or as a handout for clients.

Saves time

You don't have to manually think of all the questions people might ask — the system generates them from your own content.

Reports: Study Guide



Why Generate a study guide?

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Helps you spot what matters most

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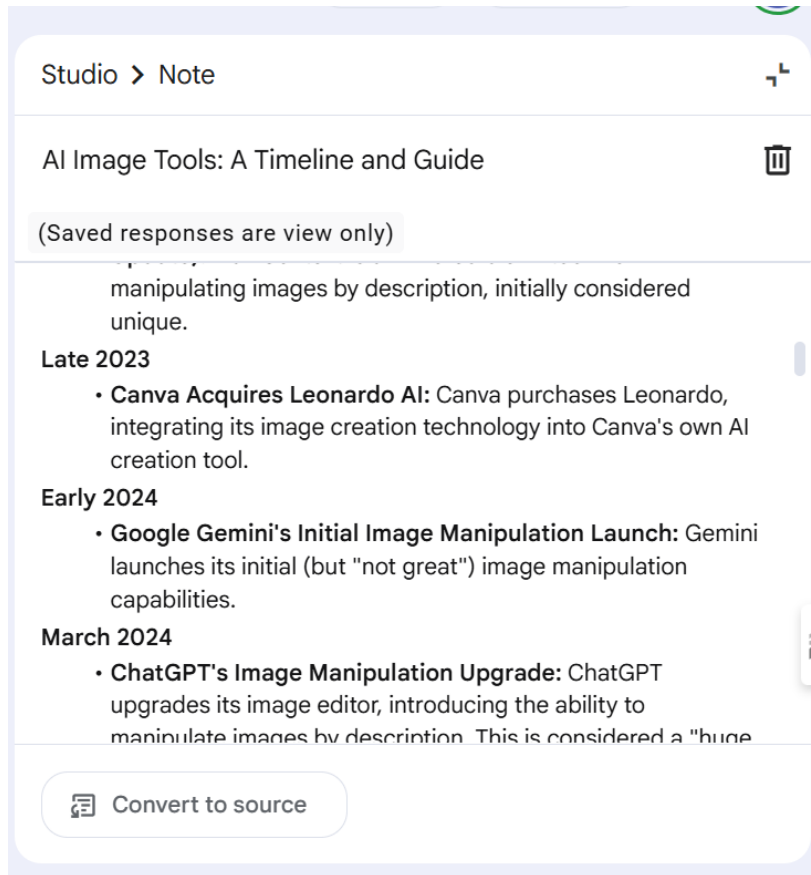
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Saves time

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Reports: Timeline



Notebook LM will scan through the source material and will identify a timeline for what is being covered in the material

Why Generate A timeline?

See events in order

Instead of reading through a long document, Notebook LM lays out the key events or milestones on a **clear timeline**.

Spot patterns

Timelines help you understand how things **developed over time** — whether it's a marketing campaign, customer journey, or industry trend.

Quick reference

Perfect if you want to recap a project, review a case study, or prepare for a presentation. You can instantly see what happened first, next, and last.